

INTERNET ADVERTISEMENT SYSTEM

ABSTRACT OF THE DISCLOSURE

An Internet advertisement system is provided which utilizes an advertisement server site and at least one partner web site. The partner web site provides to end-user terminals by e-mail a web page on which one or more banners provided from an advertisement server site (3) are inserted. When a user clicks a browsed banner, content linked to banner clicked on is retrieved from a content database and delivered to the user by e-mail.